



PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re the Application of:

) Attorney Docket No. 47004.000180

ROTHMAN, et al.

) Examiner: G. Akers

Serial Number: 09/988,291

) Group Art Unit: 2761

Filed: November 19, 2001

) Confirmation No. 8456

)
Title: SYSTEM AND METHOD FOR GATHERING AND STANDARDIZING
CUSTOMER PURCHASE INFORMATION FOR TARGET MARKETING

AMENDMENT AND RESPONSE TO NOTICE OF
NON-COMPLIANT AMENDMENT

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the **Office Action mailed on May 2, 2003** and the **Notice of Non-Compliant Amendment mailed October 22, 2003**, in the above-referenced patent application, Applicants submit the following amendments and remarks.

REMARKS

The Office Action mailed May 2, 2003, has been carefully reviewed.

Amendments to the claims begin on page 2.

Remarks begin on page 10.

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